

## Ale Hr in Eye Hospital

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**ABSTRACT :** The study identifies the categories underlying the high performance of the hospital system, namely leadership style, cause-related marketing, market driving approach, HR and cost reduction, innovation stimulators, and brand building.

**Keywords :** Eye , Research , Survey , Health services sector , Leadership , Hospital.

Healthcare is a sector that is currently experiencing immense pressure from the market. Market pressure from health maintenance organizations (HMOs) and insurance firms has induced hospitals to reduce healthcare costs through efficiencies without compromising quality, equity and access. but learning in this area has been impeded by the absence of an innovative business model across an entire hospital.

### I. INTRODUCTION :

### II. REVIEW OF LITERATURE :

S - N O	YEAR	TITLE AND YEAR PUBLISHED	AUTHOR	FINDING
1	2001	<b>Controlled Study of the Use of Autologous Serum in Dry Eye Patients ( 2001 )</b>	<ul style="list-style-type: none"> <li>❖ Tanamvat, Napapom M.D</li> <li>❖ Daniell, Mark M.B., B.S., M.S., F.R.A.C.S., F.R.A.C.O.</li> <li>❖ Sullivan, Laurence J.M.B., B.S., F.R.A.C.O.</li> </ul>	✓ the response to the need to distribute leadership to a broader base generated by enormous organizational growth and augmented competitive pressure. The leadership of Eye Hospital selected a core group of institutional builders and key staff to fill this role. Also, Eye Hospital developed its strategy to implement a telemedicine system to enhance collaboration between Saigon Eye Hospitals via better utilization of resources, explored the

				economic viability of the telemedicine model, and investigated telemedicine for increasing patient outreach in rural areas.
2	2002	<b>Utilisation of eye care services by urban and rural Australians (2002)</b>	<ul style="list-style-type: none"> <li>❖ Jill E Keeffe</li> <li>❖ LeAnn M Weih</li> <li>❖ Cathy A McCarty</li> <li>❖ Hugh R Taylor</li> </ul>	✓ Despite the similarity in prevalence of eye disease in urban and rural areas, significant differences exist in the utilisation of eye care services. Sex, private health insurance, urban residence, and the ability to converse in English were significant factors associated with eye healthcare service use. Many participants had undiagnosed eye disease despite having seen an eye care provider in the last year.
3	2010	<b>The prevalence and causes of vision loss in Indigenous Australians: the National Indigenous Eye Health Survey (2010)</b>	<ul style="list-style-type: none"> <li>❖ Hugh R Taylor</li> <li>❖ Jing Xie</li> <li>❖ Sarah Fox</li> <li>❖ Ross A Dunn</li> <li>❖ Anna-Lena Arnold</li> <li>❖ Jill E Keeffe</li> </ul>	✓ developing a strategy and set of recommendations surrounding physician retention towards their goal of becoming the “Employer of Choice”. First, Eye Hospital developed a LHS 25,2 124 diagnostic approach and framework using three powerful theoretical frameworks encompassing the latest theory of organizational change and a time-tested

				<p>employee motivation theory. Second, predicated on the theoretical foundation, Eye Hospital analyzed top performing institutions as regards employee retention and gleaned best practices. Third, Eye Hospital studied its physicians with regard to factors driving employee retention</p>
4	2012	<p><b>Saigon Eye Hospital An innovative business model in healthcare (2012)</b></p>	<p>❖ Luu Trong Tuan</p>	<p>✓ Healthcare is a sector that is currently experiencing immense pressure from the market. Market pressure from health maintenance organizations (HMOs) and insurance firms has induced hospitals to reduce healthcare costs through efficiencies without compromising quality, equity and access. Some hospitals have reacted by consolidating (Reardon and Reardon, 1995)</p> <p>✓ This paper seeks to arrive at an innovative business model in healthcare from data from a case study of</p>

				<p>Saigon Eye Hospital in Ho Chi Minh City, Vietnam, highlighting concepts of service management and social marketing in an emerging market context. The paper is structured as follows. The case description and literature review are followed by a section on the research methodology.</p>
5	2014	<p><b>Orthokeratology-Associated Infectious Keratitis in a Tertiary Care Eye Hospital in Hong Kong (2014)</b></p>	<ul style="list-style-type: none"> <li>❖ Tommy C.Y. Chan</li> <li>❖ Emmy Y.M. Li</li> <li>❖ Victoria W.Y. Wong</li> <li>❖ Vishal Jhanji</li> </ul>	<p>✓ In 2009, Eye Hospital commenced by evaluating the different outreach mechanisms – eye camps, vision centers and community centers – and predicated on that evaluation, recommended models and system-wide improvements</p>

6	2017	<p><b>The epidemiology of Open Globe Injuries presenting to a tertiary referral eye hospital in Australia (2017)</b></p>	<ul style="list-style-type: none"> <li>❖ Lisa Keay</li> <li>❖ Hamish Dunn</li> <li>❖ Tengku A. Kamalden</li> <li>❖ Nader Beshay</li> </ul>	<ul style="list-style-type: none"> <li>✓ The 2008 project centered on formalizing a process of developing physicians within the Eye Hospital model through the Career Development and Performance Management</li> <li>✓ The program was designed to nurture an open dialogue between physicians and their managers as to individual achievement and development within the organization, and to provide physicians with the individual performance data necessary for self-assessment and the opportunity to communicate their developmental needs and career desires to hospital management</li> </ul>
7	2018	<p><b>Prevalence of glaucoma in the Australian National Eye Health Survey (2018 )</b></p>	<ul style="list-style-type: none"> <li>❖ Stuart Keel</li> <li>❖ Jing Xie</li> <li>❖ Joshua Foreman</li> <li>❖ Pei Ying Lee</li> <li>❖ Mostafa Alwan</li> <li>❖ Eamonn T Fahy</li> <li>❖ Peter van Wijngaarden</li> <li>❖ Jennifer C Fan</li> </ul>	<ul style="list-style-type: none"> <li>✓ The rational/goal model assumes that organizations can be modified to attain efficiency by applying rational planning predicated on scientific analysis (De Lancer Julnes and Holzer, 2001). According to this model, an organization subsists to accomplish specific objectives (Price, 1972; Sicotte et al., 1998).</li> </ul>

			<ul style="list-style-type: none"> <li>❖ Askin</li> <li>❖ Ghee Soon Ang</li> </ul>	<p>✓ In a nutshell, besides such organizational factors as institutional resources, organizational climate and culture, leadership, and staff factors, legitimacy motives and objectives specific to medical practices can contribute to the performance of LHS 252 126 hospitals, especially in developing countries where most patients have low incomes and profitability can not be deemed the most important goal. .</p>
8	2019	<p><b>Eye health service access and utilization in the National Indigenous Eye Health Survey ( 2019 )</b></p>	<ul style="list-style-type: none"> <li>❖ Angus W Turner FRANZCO,</li> <li>❖ Jing Xie MD PhD, Anna-Lena Arnold BSc</li> <li>❖ Ross A Durn BAppSci(App Chem) GradDip(BIT)</li> <li>❖ Hugh R Taylor AC MD</li> </ul>	<p>✓ The rendezvous between the six elements from the case of Saigon Eye Hospital and the four elements of Johnson's (2010) framework is that brand building can be mapped into strong customer value proposition (CVP), and innovation stimulators, leadership style, cause-related marketing, and market driving approach mapped into the key resources and key processes. However, the profit formula</p>



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**Appendix**

TRAINEE NAME :		TRAINING CENTRE	
JOB ROLE ENROLLED :		BATCH ID	
TRAINER'S NAME :		CENTRE ID	

**Sample Employee engagement survey:**

	Strongly disagree	Somewhat disagree	Neither agree Nor disagree	Some what agree	Strongly agree
<b>I am familiar with our opioid policies</b>					
<b>I have learned new information about opioids and their risks in our opioid information sessions</b>					
<b>I know enough to be able to take what I learned back to my family friends, and community.</b>					
<b>I know what to ask my doctor if I am being prescribed a painkiller.</b>					
<b>I understand our policies on drugs testing</b>					
<b>I know how to find information on what my healthcare pain covers if I have questions on pain management or treatment for a substance use disorder.</b>					
<b>I know where to seek help at work if I think that I need help for an opioid addiction.</b>					
<b>I would be scared or anxious the I would lose my job if I disclosed that I had a substance use disorder.</b>					
<b>I am confident that (company's name here) will support employee with substance use disorder.</b>					